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Immense New Boysenberry

ORIGIN

The Boysenberry was developed from three blackberries of unknown origin, Cuthbert raspberry, and loganberry. All of these berries are hardy and while we have only had the Boysenberry for two winters, our experiments have indicated that it is just as hardy as its parents.

Cold Sections

Boysenberries have been exposed to 17° below zero during the past winter and were not killed, while other brambles around them were completely frozen. See Country Gentleman article page 39, August number "The Boysenberry Proves Hardy."



Facts Relative To the Sensational New Boysenberry

CURIOSITY

In California where the Boysenberry has been offered for sale for two summers, had you been passing the fields of those lucky growers who had them, when they were ripe, you would have thought they were holding an old time camp meeting. Hundreds of people came from many miles around in order to see, taste, and purchase this marvelous berry right in the fields at two to three times higher price than that for which other vineberries were selling.

FRUIT KILLED.

During the past year we have had an extremely cold winter followed by an intensively hot summer, with a killing drought in many sections of our country. Many fruit trees and fruit bearing vines have been completely destroyed. Therefore, there will be large plantings of new fruit to take their place. It is very doubtful if you could find anything to equal the Boysenberry to take the place of lost trees and vines that so quickly will give you a profit. In California young orchards of all kinds are being interset with Boysenberries. It is suggested that you give this some thought.

TRELLIS.

Vines grow much better if left on the ground and merely trained in straight rows. This does not give the sun an opportunity to burn your vines nor the wind a chance to break them to pieces. Do not put vines on trellis until they commence to bud or about February or March, just before they start to set your crop. Trellis should consist of three wires, No. 14 gauge, 20 inches apart.

TRUE TO NAME

We specialize on Boysenberry plants and have available far more plants than any other grower. The fact is, east of the Rocky Mountains, we have 90% of all plants.

Our plants are growing in eighteen carefully selected plantings from Virginia to Oregon. These plantings have all been carefully inspected by state and federal authorities and have been pronounced clean. The stock was shipped from the original acreage. We have plants either in your state or in a neighboring state and they will reach you in perfect growing condition.

All business is done through the Mentone office, but you can reach us by air mail even from the Atlantic coast within twenty-four hours.

If you prefer we will ship your plants direct from the original acreage.

FERTILIZATION.

There is nothing better for fertilization than barnyard or chicken manure. However, you may carefully use any kind of fertilizer that is high in nitrogen.

RETAIL PRICE LIST

No. 1 strong tip rooted Boysenberry plants prepaid to any express or post office in the United States. Plants 25c each; 10—\$2.00; 100—\$12.00; 1000—\$100.00; 5 at 10 rate; 50 at 100 rate; 500 at 1000 rate. If you desire to plant more than 1000 consult us relative to price and terms. Please send check with reservation for at least 1/4 of the total. It is understood that the balance is to be paid before shipment. We absolutely guarantee our plants to be true to name and to be so packed that they will reach you in good growing condition.

CULTURE.

If you will set out Boysenberry plants very early you may have a few sample berries the first season, but your big crop will come the following summer.

Where plants are to be irrigated they may be planted 6 by 6 but we advise more room to be allowed where irrigation is not practiced.

Boysenberries should be treated just like any other bramble and will do well in almost any soil, either heavy or light providing it is not alkaline, and is fertilized and receives sufficient moisture.

CULTIVATION.

Berry vines are shallow rooted. Therefore, deep and frequent cultivation merely tears to pieces the roots which cost good money to develop. It has been found that about the only cultivation necessary, to most soil, is to remove weeds.

RESERVE NOW.

Boysenberry plants are now ready for shipment. Growers in California and along the southern border to Florida should plant immediately. Where ground freezes and continual rains can be expected planting should not start until the middle of February and continue through May, but the earlier planted the better.

Not 5% of our population has seen or tasted this berry, yet we have already sold more plants this season than we sold during the entire past season and we would earnestly advise you to send us a part payment immediately and reserve plants to be shipped when you want them. AVOID DISAPPOINTMENT

RANCHO VERDAD, Mentone, California

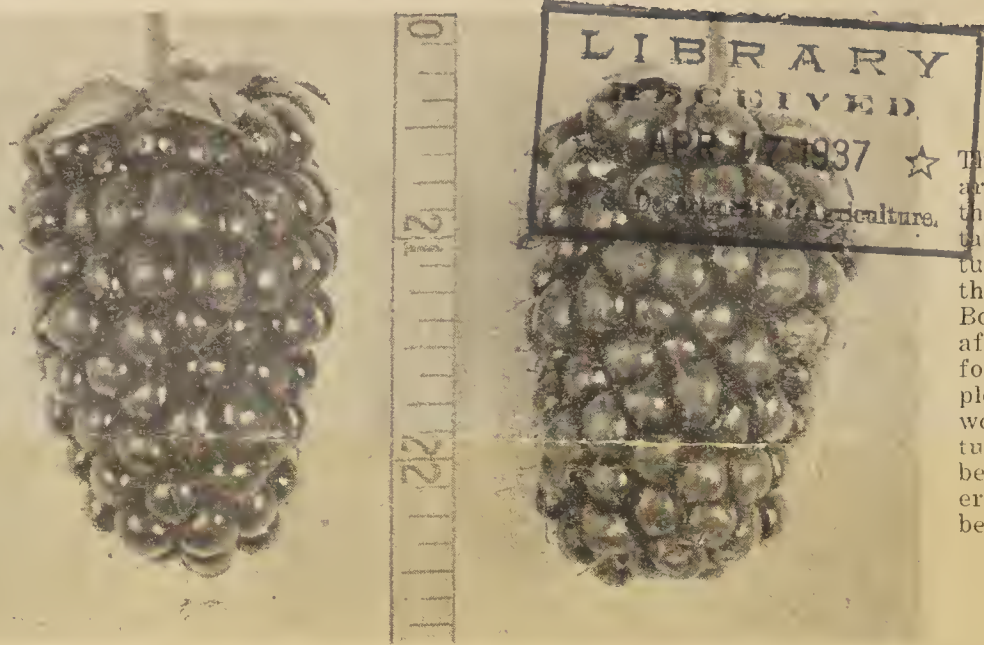
BOYSENBERRIES---ACTUAL SIZE

IMMENSE SIZE

It will take from 120 to 160 youngberries or 200 or more blackberries to fill a pint basket. 60 to 80 Boysenberries will do it. In California the Boysenberry has produced 13000 pounds to the acre.

COST OF PICKING

Cost of picking cut in half because berries are produced in large clusters of immense berries on long stems that stand away from the canes.



CITY LOTS

Thousands of city lots are lying idle, eating themselves up with taxes, which might be turned into profit if they were planted to Boysenberries. Looking after them would afford exercise and real pleasure to the office worker. Special cultural instructions will be given to such growers so that they may be sure of success.

Some Astonishing Facts About the New Boysenberry

The new Boysenberry is such an improvement over all other vineberries that berry growers in California, where it originated, are destroying hundreds of acres of other vineberries and replacing them with this amazing new berry. The reason is evident:

1. VERY HARDY.

A United States government experimental station advised under date of March 10th that the Boysenberry stood the extreme low temperature of last winter as well as any other bramble and much better than most when the thermometer went to 10 degrees below zero. They also expressed the opinion that this berry appeared to be so extremely hardy that it should thrive in southern New England states and such states as Ohio and Illinois.

A Boysenberry planting in northeastern Oklahoma during the past winter was not killed when the thermometer went to 15 below zero. This new member of the bramble family is very hardy. It is recommended, however, that in extremely cold sections, canes should remain on the ground for the first winter and be mulched with straw.

2. DROUGHT RESISTANT.

In Arkansas and Oklahoma there are Boysenberry plantings that were not damaged by the intense heat and drought of the past summer, while other brambles were absolutely killed.

3. IMMENSE PRODUCTION AND PROFIT.

Ted Moss, Mentone, Calif., has made affidavit that he set out 100 Boysenberry plants spring of 1935 and made from this planting \$311.10 by June 30, 1936. 100 plants will set out 1/10 of an acre. Therefore, this was at the rate of \$3111 per acre. 200 plants may be set out on the average city lot. Any person in a community who has the foresight to plant out an acreage of these berries and be first in their community to do so, should make an immense profit.

4. IMMENSE SIZE.

There is no trick photography in the pictures on this circular. These pictures were taken with the rule beside them and were enlarged proportionally. Therefore, they are actual size. Some Boysenberries have actually been found nearly 2½ inches long and the four portrayed at the bottom of this page were part of 18 that filled an 8 ounce box and weighed nearly 11 ounces.

5. COST HALF AS MUCH TO PICK.

Pickers in large plantings of these berries are delighted to pick them at half the price that is paid for other berries, because berries are so immense, grow in large clusters on long stems so that thorns do not bother pickers.

6. LONG SEASON.

Picking season is from 8 to 10 weeks. The berry really has a tendency toward everbearing, since in warmer climates

some berries have been picked as late as February.

7. DELICIOUS FLAVOR.

The Boysenberry has a distinctive flavor, altogether different from any known berry. Fifty-two ladies questioned on one day, after tasting it, said that its flavor was somewhat suggestive of the raspberry.

8. VERY SWEET.

If the Boysenberry is permitted to remain on the vine until it is fully ripe it is much sweeter than any other vineberry. When eating fresh, no sugar is necessary because it has a very high sugar content.

9. SEED.

The seed are very small and very few in comparison to other berries. Eight lbs. and 4 ozs. of juice can be extracted from 10 lbs. of berries.

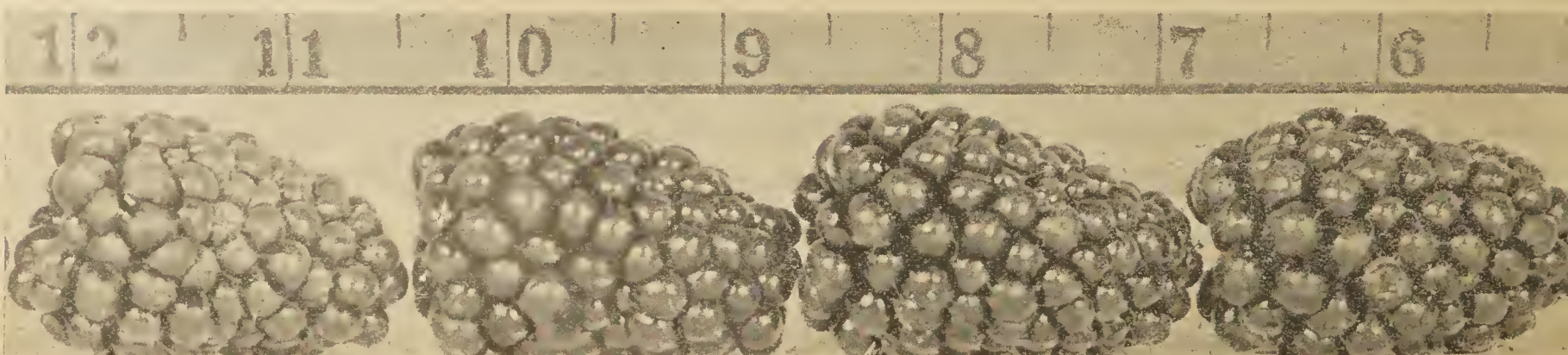
10. TENACIOUS.

Many berries when they become dead ripe will fall from the vine very quickly. This is not true of the Boysenberry. When dead ripe it will hang many days.

11. USES.

No vineberry can compare with its delicious flavor when it is made into jelly, jam, marmalade, or canned. In addition to this, it makes a most excellent fountain drink by adding four times water and a little sugar. Those ice cream makers who have tried it in sherbet immediately found it to be the very best seller.

These Berries Selected. Average Size 1 Inch in Diameter and 1½ In. Long



THESE FOUR BERRIES WERE PART OF 18 THAT WEIGHED 11 OUNCES.